
Customer Involvement in Transportation Decision-Making

*Tangible Result Driver – Dave Nichols,
Director of Program Delivery*

MoDOT seeks out and welcomes any idea that increases its options, because the department doesn't have all the answers. The department creates and preserves a transportation decision-making process that is collaborative and transparent, involving its customers in the determination of needs right through to the development, design and delivery of projects.



Customer Involvement in Transportation Decision-Making

Number of customers who attend transportation-related meetings

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

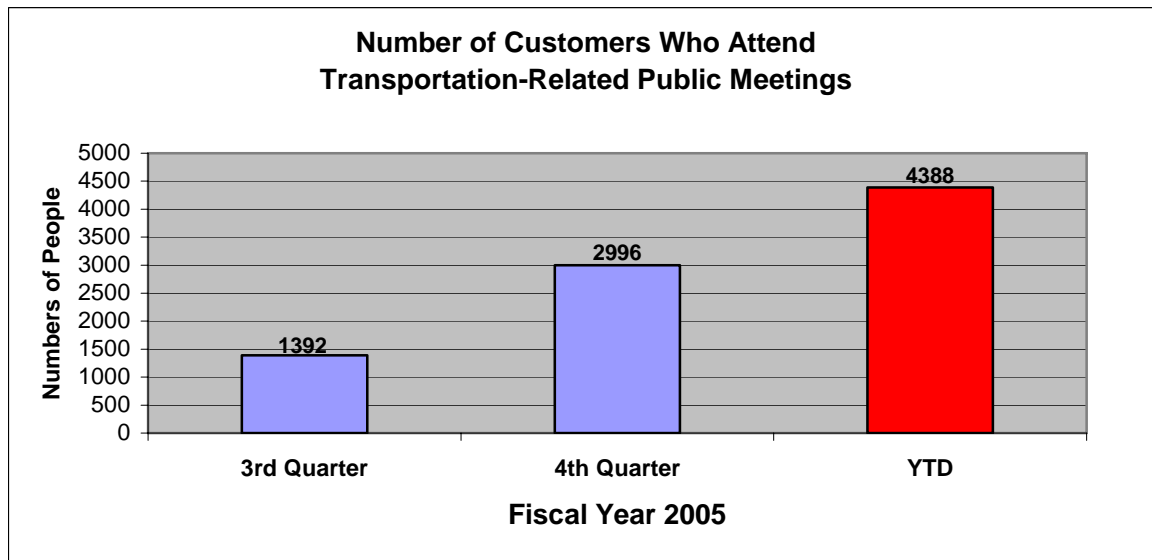
This measure gauges MoDOT's public involvement success. MoDOT does not make decisions regarding transportation improvement projects in a vacuum – they are made in collaboration with the general public, communities, elected officials, stakeholders, etc. As a part of the regular updates of Missouri Advance Planning initiative, and during the planning and design phase of projects, MoDOT conducts public meetings and hearings to involve the public in the decision-making process.

Measurement and Data Collection:

Attendance is determined by analyzing sign-in sheets utilized at public meetings.

Improvement Status:

Attendance at transportation-related meetings more than doubled in the most recent quarter. All 10 districts and CO hosted 67 meetings with total attendance of nearly 3,000 persons (compared to 39 meetings conducted in Jan.-Feb.-March). Amendment 3-related projects accounted for 38 percent of the total (1,131), including 475 who attended two Route 50 meetings regarding the four-laning project west of Jefferson City.



**Desired
Trend:**



Customer Involvement in Transportation Decision-Making

Percent of customers who are satisfied with feedback they receive from MoDOT after offering comments

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bob Brendel, Outreach Coordinator

Purpose of the Measure:

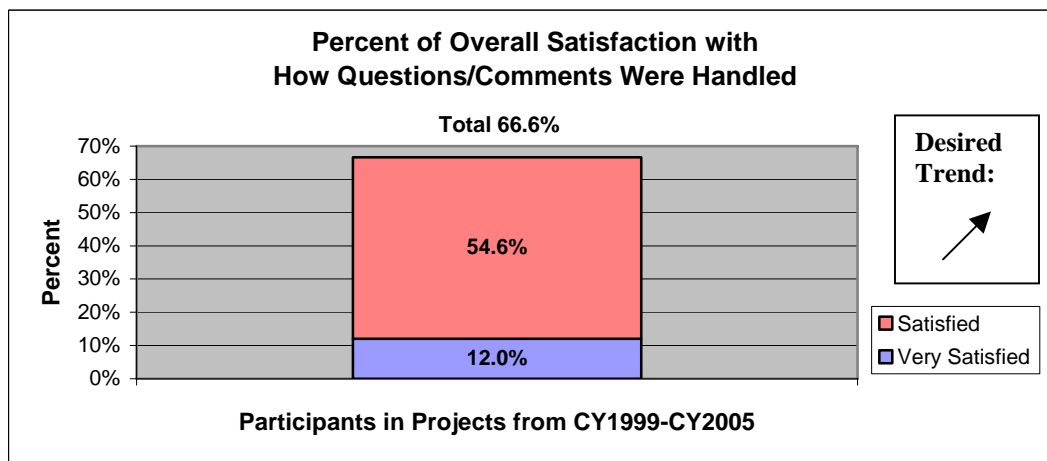
This measure will track responses made by MoDOT to its customers. MoDOT routinely asks people who attend public meetings/hearings to submit comments that will be examined by the project team and that will become part of the project's official record. It is important that people who avail themselves of this opportunity know that their comments are taken seriously.

Measurement and Data Collection:

MoDOT Design, Community Relations and Organizational Results worked with the Missouri Transportation Institute to develop a survey instrument for persons who attend project-specific meetings and hearings. The initial survey was sent to more than 4,500 persons who had attended meetings in the last five years. After adjustments for incorrect addresses, persons who had moved or were deceased, the return rate was 21 percent (813 out of 3,858).

Improvement Status:

Survey results indicated two-thirds of those who submitted comments were satisfied with how MoDOT handled their comments. While this is a positive reflection of how well customer comments and questions from project-specific meetings and hearings are addressed, staff will continue to work towards improving the results on this measure in the future.



Customer Involvement in Transportation Decision-Making

Percent of customers who feel MoDOT includes them in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Machelles Watkins, Transportation Planning Director

Purpose of the Measure:

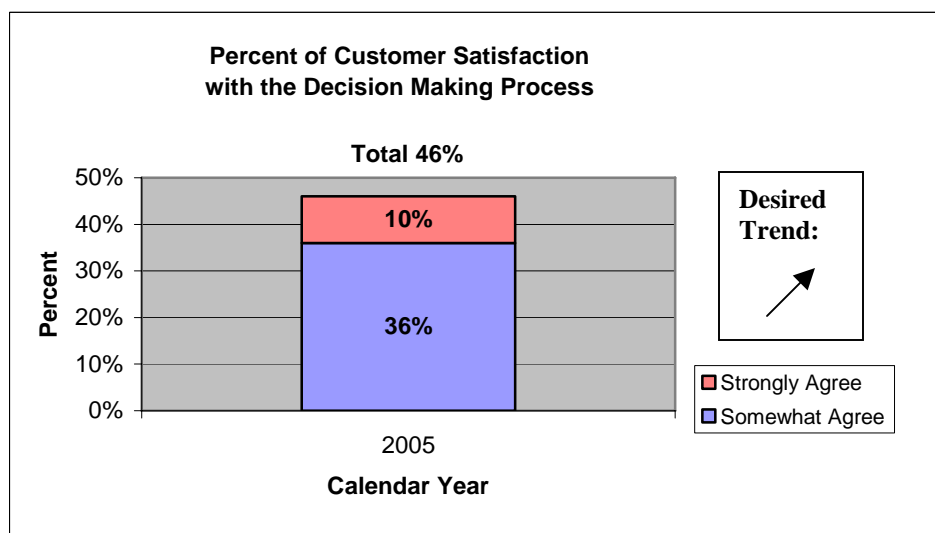
This data will assist in identifying the effectiveness of MoDOT's project planning outreach efforts.

Measurement and Data Collection:

Data was collected through a statewide telephone survey conducted for the long-range planning initiative called Missouri Advance Planning, or MAP. The survey effort included interviews with 3,100 Missourians with an overall margin of error of +/- 2.9 percent.

Improvement Status:

Forty-six percent of the sample feels MoDOT takes into consideration their concerns and needs when developing transportation decisions. However, 44 percent feels MoDOT does not take their concerns and needs into consideration when making transportation decisions. While this is a positive starting point, MoDOT anticipates that community outreach and communication efforts will result in greater public support in transportation decision-making. This measure is under development, and MoDOT is developing a sampling and survey methodology to measure public perception on transportation decision-making.



Customer Involvement in Transportation Decision-Making

Percent of positive feedback responses received from planning partners regarding involvement in transportation decision-making

Result Driver: Dave Nichols, Director of Program Delivery

Measurement Driver: Bill Stone, Technical Support Engineer

Purpose of the Measure:

This measures MoDOT's efforts of including planning partners in transportation-related decision-making. With the endorsement of the Planning Framework by the Missouri Highways and Transportation Commission, MoDOT is continuously improving outreach efforts with transportation planning partners and striving to increase the involvement of local officials and community leaders in making transportation-related decisions. The percent of positive feedback through the surveys will display planning partners' involvement.

Measurement and Data Collection:

MoDOT Transportation Planning has worked with Missouri Transportation Institute to develop a survey for use at MoDOT administered meeting that measures planning partners' involvement in the transportation decision-making process.

Respondents include planning partners that participated in the Major Project Prioritization Process, which identified new transportation projects for the five-year Statewide Transportation Improvement Program. The survey answers were based on the following scale: strongly disagree, disagree, agree and strongly agree.

Improvement Status:

Planning partners indicated positive experiences and involvement in the outreach efforts in the 4th quarter of 2005. 91% of respondents either agree or strongly agree with their level of involvement in planning. Few respondents gave negative feedback.

